

Please Help this Lady



Betty Fortier bravely tackles the task of trying to find new addresses for the magazines stacked on the desk behind her.

It's incredible, that's what it is — incredible! Every time an issue of the *Quarterly* hits the street, the girls are swamped for the next two weeks when literally hundreds of *Quarterlys* are returned to us marked: "Moved — New Address Unknown." Now that boggles my mind. You have paid for goods, in this case a subscription, and then you can't seem to mind whether you receive it or not! Make no mistake, our serving members are the worst offenders. I'll wager that if you went into a store, and paid for an item you wouldn't walk out without that item or at least some idea when you might expect delivery.

But with the *Quarterly*, somehow it doesn't seem to matter. After all — "the *Quarterly's* distribution staff will look up the new address," or "Old Sam" back at Pumphandle Detachment knows where I am and he'll send it on." The trouble is that the *Quarterly's* distribution staff has a load of other things to do besides having to take care of someone else's negligence — and that's what it is, there is no other name for it. In the second instance, what happens when "Old Sam" is transferred or is away on holidays when the *Quarterly* arrives, and no one remaining there knows your address. Or what happens when you are transferred into another section or a new office two floors up and the girl opening the mail back at your old office who just started her job last week doesn't know you, and neither does the constable just transferred in from "K" Division.

In some cases it was very obvious that the people residing at your old address read the *Quarterly* before returning it to us. Enclosed in some magazines we have found unpaid bills, paid bills, panty-hose (!), an income tax return, a loan application and a marriage licence. Now then, we try to be obliging, but we'll not be a part of an attempted marital breakup. We sent it back.

Let's look at it from another angle — economics. Each time we send out a *Quarterly* it costs us 16 cents postage; when it is returned, another 16 cents, and still another after we have the correct address. That comes to 48 cents, leaving us 2 cents to pay the printer for printing. I'm sure not even the most generous organization could long withstand that kind of financial management. Neither can we.

From here on in, when magazines are returned to us, we are going to keep them until we hear from you. Nevertheless we are prepared to make it easy for you. On the last page of each *Quarterly* will be printed a change of address form. Feel free to use it. Or better yet, send us one of the Post Office cards, they're free! But please, please print — or write so we can read it. There isn't much use changing an address when we can't figure out whose address is being changed. We have 24 thousand subscribers and it's quite a chore trying to find one address out of that many. One thing more — the *Quarterly* is NOT advised of transfers — you must do it.

We are not being hard to get along with. All we are asking is that you give us the same consideration you give your friends — letting them know where you are. After all, we like to think we are your friends too.